

ORDER

KSNV

Orders

Order / Rev: 104859
 Alt Order #: 06837381
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 07/30/12 - 08/06/12
 Original Date / Rev: 07/27/12 / 08/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact: _____
 Billing Contact: _____
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	21	\$21,725.00	\$18,466.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	\$21,725.00	\$18,466.25	0.00
Totals	21	\$21,725.00	\$18,466.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	36%	\$21,725.00
Market	100%	\$60,347.22

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$18,104.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$9,052.08
KTUD	1%	\$603.47
KVVU	15%	\$9,052.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,810.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/06/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	M-----		1		\$700.00		0.00					

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Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	M-----	1		\$700.00		0.00							
Week: 08/06/12		08/12/12	-----	0		\$700.00		0.00							
E 2	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am	-TW----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-TW----	2		\$1,400.00		0.00							
E 4	KSNV	08/06/12	08/06/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,000.00		0.00							
E 5	KSNV	07/30/12	08/03/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTWTF--	5		\$1,000.00		0.00							
E 6	KSNV	07/30/12	08/03/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTWTF--	5		\$1,100.00		0.00							
E 7	KSNV	08/06/12	08/06/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,100.00		0.00							
E 8	KSNV	08/06/12	08/06/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/12/12	M-----	1		\$1,000.00		0.00							
E 9	KSNV	07/30/12	08/03/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	MTW-F--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	MTW-F--	4		\$1,000.00		0.00							
E 10	KSNV	08/04/12	08/04/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	-----S-	1		\$625.00		0.00							
													Totals	21	\$21,725.00